Sent copy to Greg Rotsek.

RJ Reynolds
Tobacco Company

OK

M. J. GOODMAN
Regional Operations Manager
4603 West Chester Pike
Newtown Square, Pa. 19073
610-353-8850
Fax: 610-353-8970

August 27, 1996

RJR Account # 423360
SANDY KATZ
MIDDLESEX TOBACCO CO
450 FLORIDA GROVE RD
PERTH AMBOY, NJ 08861

October Partners Promotion / Salem Buy 2 Packs-Get 2 Packs Free (B2G2F)

To: SANDY KATZ

Salem product has been ordered (see quantities below), as well as the premium/shippers (item # 517322) to pack your October 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	Style or Item	# (6m) Cases
12300-23597	Salem King (B1G1F Cases)	6
12300-23650	Salem 100 (B1G1F Cases)	6
12300-23651	Salem Lights (B1G1F Cases)	6
12300-23652	Salem Lights 100 (B1G1F Cases)	6
12300-70373	Premium shipper case	90

51849 3306

These allocations will allow you to build :	90 Shippers
These shippers will service:	53 Retail Stores
Product/Premium Arrival:	Week of September 17, 1996
Ship Date to retail	Week of October 1, 1996
The PO # for this order is:	
SKU Cube:	1.3380
Retail Sales Offer per SKU	20 Offers
Billing per SKU	4 Full Priced cartons
EFT $ Amount	
Non EFT Amount	$2,562.17

Well Bed
26
17
43
Salem
Stuff
Pat Pro

Source: https://www.industrydocuments.ucsf.edu/docs/hffy0000

Salem B2G2F
Account: MIDDLESEX TOBACCO CO / 423360

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs get 2 packs free offers. 2 Salem B1G1F units should be placed in each B2G2F sleeve to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to $168.00 (24 cases @ $28.00).

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

N/A

Important Note: Due to the rounding of 6m cases of product needed to build this promotion you will have 4 shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

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Source: https://www.industrydocuments.ucsf.edu/docs/hffy0000

Salem BUY 2 PACKS - GET 2 PACKS FREE CLEANUP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "Partners Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date:_____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Camel B3G3F shippers (each shipper contains 6 full priced cartons).

# of Shippers Requested =======>

Authorized Signature: _____

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Source: https://www.industrydocuments.ucsf.edu/docs/hffy0000

Wholesale Partners "Value Added" payment request form

Promotion: Salem B2G2F October 1996 Retail Partners #601934

Note: Payment is based on $28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: **MIDDLESEX TOBACCO CO**

RJR Account Number: **423360**

Displays Wrapped and Delivered: ~~90~~ 43

Value Added Payment Due: ~~$168.00~~ 80.36

Wholesale Partner Signature: X

RJR Representative:

Payment will be mailed directly to the participating Wholesale Partner

==========Operations Office Use==========

Date Processed: _____

Processed by: _____

Voucher #: _____

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Source: https://www.industrydocuments.ucsf.edu/docs/hffy0000

WHOLESALER : 423360 MIDDLESEX TOBACCO & <DIRECT>
TEMPLATE : 601934 610-00 SAL OCT B2G2F
TEMPLATE SEQ : 0031
SS LEVEL : 13XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	VAP WHSLR	DESC
122101	122225	687944	A&H DRUG & GIFT INC	646 WESTWOOD AVE	RIVERVALE	NJ	07675	3			2016646900	423360	MIDDLE
122101	122225	472763	BRADLEY SHELL	550 LIVINGSTON ST	NORWOOD	NJ	07648	1			2017677163	423360	MIDDLE
122101	122225	400039	FUSCOS MKT	165 WERIMUS RD	WOODCLIFF LAKE	NJ	07675	1			2013915665	423360	MIDDLE
122101		515140	JUST A CORNER STORE	8 RAILROAD AVE	MONTVALE	NJ	07645	1			2019308869	423360	MIDDLE
122101	122225	595891	MINIT MART	151 TERRACE ST	HAWORTH	NJ	07641	1				423360	MIDDLE
122101	122225	400043	PASCACK DRUGS	124 BROADWAY	HILLSDALE	NJ	07642	1			2016645500	423360	MIDDLE
122101	122225	690348	TEANECK CONV STORE	1555 TEANECK RD	TEANECK	NJ	07666	1				423360	MIDDLE
122101	122225	400125	THE VARSITY	218 CLOSTER DOCK	CLOSTER	NJ	07624	1			2017689302	423360	MIDDLE
122101	122225	609682	TIGER SERVICE STATI	484 E STATE RT 4	ENGLEWOOD	NJ	07631	1			2015686801	423360	MIDDLE
122102	122226	649389	BELMONT MINI MKT	245 PALISADE AVE	GARFIELD	NJ	07026	1			2014781257	423360	MIDDLE
122102	122226	576407	BELMONT PIZZERIA II	245 PALISADE AVE	GARFIELD	NJ	07026	1			2014781257	423360	MIDDLE
122102	122226	379125	FOOD MART	430 MARKET ST	ELMWOOD PARK	NJ	07407	3			2017910608	423360	MIDDLE
122102	122226	660793	MAIN STREET NEWS	158 MAIN ST	HACKENSACK	NJ	07601	2			2014883020	423360	MIDDLE
122103	122628	338499	MINUTE MART	442 ANDERSON AVE	CLIFFSIDE PARK	NJ	07010	1				423360	MIDDLE
122103	122628	285845	SUE'S MINI MART INC	2501 TONNELLE AVE	NORTH BERGEN	NJ	07047	1			2018675151	423360	MIDDLE
122602	122621	406025	J&J FOOD MART	497 W SCOTT AVE	RAHWAY	NJ	07065	2			9084998016	423360	MIDDLE
122602	122621	272916	KHAN EXXON_#3-4170	9 W SAINT GEORGES	LINDEN	NJ	07036	3		5474-0000		423360	MIDDLE
122602	122621	398655	SHOPPER EXPRESS	577 N BROAD ST	ELIZABETH	NJ	07208	1			9083514989	423360	MIDDLE
122603	122622	401700	MOUNTAIN DELI	2385 MOUNTAIN AVE	SCOTCH PLAINS	NJ	07076	1			9088895557	423360	MIDDLE
122603	122622	464357	VERONA VARIETY	400 BLOOMFIELD AV	VERONA	NJ	07044	1			2012399760	423360	MIDDLE
122604	122623	595892	AMOCO	60 WANAQUE AVE	POMPTON LAKES	NJ	07442	1			2016161316	423360	MIDDLE
122604	122623	477641	COASTAL GAS	3 STEVENS AVE	LITTLE FALLS	NJ	07424	1				423360	MIDDLE
122604	122623	273327	KAY'S DRUG	448 CHAMBERLAIN A	PATERSON	NJ	07522	1			2019428296	423360	MIDDLE
122604	122623	708327	QARMOUT & CO. INC.	766 HAMBURG TPKE	POMPTON LAKES	NJ	07442	1				423360	MIDDLE
122604	122623	273752	TONYS STATIONERY	211 VAN WINKLE AV	HAWTHORNE	NJ	07506	2			2014273237	423360	MIDDLE
133001	133022	472598	B.A.H.M. FOOD, INC.	161 WASHINGTON AV	WASHINGTON	NJ	07882	2			9086891884	423360	MIDDLE
133001	133022	255006	BUSY BEE	RT. 31	OXFORD	NJ	07863	2			9084533222	423360	MIDDLE
133001	133022	464890	KRAUSZERS	382 US HIGHWAY 46	BUDD LAKE	NJ	07828	3				423360	MIDDLE
133001	133022	232976	MOBIL GAS 03C9X	143 E WASHINGTON	WASHINGTON	NJ	07882	1				423360	MIDDLE
001	133022	402609	TOWNE MARKET	SO MAIN STREET	PHILLIPSBURG	NJ	08865	1				423360	MIDDLE
02	133023	486308	AKAR AMOCO	RT. 36 & PALMER A	KEANSBURG	NJ	07734	2			9084953558	423360	MIDDLE
133003	133028	282554	CUB LIQUORS	242 LINCOLN BLVD	MIDDLESEX	NJ	08846	2			9083563929	423360	MIDDLE
133003	133028	609475	KRAUSZERS	310 W UNION AVE	BOUND BROOK	NJ	08805	1			9083560466	423360	MIDDLE
133003	133028	241457	QUICK STOP CONVEN.	206 W 7TH ST	PLAINFIELD	NJ	07060	1				423360	MIDDLE
133004	133022	424327	BUSY BEE/CROTON TEX	RT. 12 AND RT. 57	FLEMINGTON	NJ	08822	1				423360	MIDDLE
133005	133024	617292	BRAVO	1245A W 7TH ST	S PLAINFIELD	NJ	07080	1			9087531114	423360	MIDDLE
133005	133027	703620	CENTER EXXON	1441 RT. 1 SOUTH	EDISON	NJ	08817	1				423360	MIDDLE
133005	133027	401636	HEIGHTS PHARMACY	10 PLAINFIELD AVE	PISCATAWAY	NJ	08854	1			9088851000	423360	MIDDLE
133005	133024	560269	MACK CONV. STORE	583 ROOSEVELT AVE	CARTERET	NJ	07008	1			9089691050	423360	MIDDLE
133005	133024	090735	QUICK FOODS STORE	1721 PARK AVE	SOUTH PLAINFIE	NJ	07080	2			9086680353	423360	MIDDLE
133005	133024	401959	SEAMANS PHARMACY	82 SMITH ST	PERTH AMBOY	NJ	08861	1			9084420200	423360	MIDDLE
133005	133024	580017	SHORT STOP	835 ROOSEVELT AVE	CARTERET	NJ	07008	1	223321		9085419135	423360	MIDDLE

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WHOLESALER : 423360 MIDDLESEX TOBACCO & <DIRECT>
TEMPLATE : 601934 610-00 SAL OCT B2G2F
TEMPLATE SEQ : 0031
ES LEVEL : 13XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	VAP WHSLR	DESC
133006	133029	413854	EMPORIUM GAS	1299 US HIGHWAY 9	OLD BRIDGE	NJ	08857	1				423360	MIDDLE
133006	133029	401885	LIQUOR CITY	1069 RT 9 N	OLD BRIDGE	NJ	08857	1			9087279398	423360	MIDDLE
133006	133029	078126	MONROE DELI	14 TAYLOR AVE	SPOTSWOOD	NJ	08884	1				423360	MIDDLE
133006	133029	644016	SWATI INC	3193 WASHINGTON R	PARLIN	NJ	08859	1			9085259228	423360	MIDDLE
133007	133027	690271	B-B BIG FOOD MART	14 S 2ND AVE	HIGHLAND PARK	NJ	08904	1			9085455808	423360	MIDDLE
133007	133027	407306	EVEREST MARKET	2 JOHN F KENNEDY	SOMERSET	NJ	08873	1			9082493316		
133007		707049	GISU STATION, INC	641 ROUTE 1 SOUTH	EDISON	NJ	08817	1				423360	MIDDLE
133008	133025	598056	AKAR 3 AUTO	27 ROUTE 46 EAST	PINE BROOK	NJ	07058	1			2012271563	423360	MIDDLE
133008	133025	770568	K'S FOOD PLUS	191 CHANGEBRIDGE	MONTVILLE	NJ	07045	1			2012990305	423360	MIDDLE
133008	133020	023916	N & S DELI	574 MACOPIN RD	WEST MILFORD	NJ	07480	1			2016971070	423360	MIDDLE
133008	133025	616982	QUICK SHOP	85 NEW RD	PARSIPPANY	NJ	07054	1			2015754868	423360	MIDDLE

PAGE BREAK TOTAL ACCOUNTS 53 TOTAL QUANTITY 69

TEMPLATE TOTAL ACCOUNTS 53 TOTAL QUANTITY 69

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